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LIMDIS

SUBJ: VISIT OF CAMBODIAN INTELLECTUALS

1. WE BELIEVE VISIT BY CHHUT CHHOEUR, LAO BUN ENG AND PAN SOTHI HAS BEEN EXCEPTIONALLY SUCCESSFUL, AND HOPE GOC WILL SCHEDULE OTHER SUCH VISITS AS WELL AS TAKING ADDITIONAL ACTION TO STRENGTHEN ITS EXTERNAL PUBLIC RELATIONS.

2. THE THREE INTELLECTUALS VISITED WASHINGTON, NEW YORK, BOSTON, DETROIT, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, AND HONOLULU. CARPENTER ACCOMPANIED AS FAR AS BOSTON AND KEPT IN TOUCH WITH THEM LATER BY TELEPHONE. IN WASHINGTON, INDIVIDUALLY OF TOGETHER, THE THREE PAID A NUMBER OF USEFUL CALLS ON CAPITOL HILL, INCLUDING SENATOR AIKEN, REP. MONTGOMERY (D-MISS.), REP. COWGER (R-KY), AND STAFFERS OF SENATORS FULBRIGHT, SYMINGTON, COOPER AND CASE. THEY SPOKE AT SEMINARS ON CAMBODIA AT AMERICAN AND GEORGETOWN UNIVERSITIES, LATTER SPONSORED BY NATIONAL STUDENT COMMITTEE ON FOREIGN AFFAIRS. IN NEW YORK GROUP ATTENDED LUNCHEONS GIVEN BY ASIA SOCIETY AND BY SOUTH ASIAN INSTITUTE, COLUMBIA UNIVERSITY, AND IN BOTH NEW YORK AND WASHINGTON THERE WERE RECEPTIONS FOR PRESS. THEY MET IN DETROIT

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WITH GROUP OF 40-50 BUSINESSMEN AND INDUSTRIALISTS. SCHEDULES IN BOSTON AND SUBSEQUENT STOPS WERE ARRANGED BY LOCAL WORLD AFFAIRS COUNCILS OR COUNCILS ON FOREIGN RELATIONS. LOS ANGELES VISIT WAS ESPECIALLY SUCCESSFUL, WITH GROUP SPEAKING AT LUNCHEON FOR 250 BUSINESS AND COMMUNICATIONS EXECUTIVES, AND AT EVENING MEETING FOR 200 SPONSORED BY ORANGE COUNTY WORLD AFFAIRS COUNCIL.

3. TV AND RADIO COVERAGE WAS OUTSTANDING. GROUP OR MEMBERS OF IT APPEARED ON NBC'S "TODAY" SHOW, ON EDUCATION TV WIDELY-DISTRIBUTED "NEWSFRONT/" PROGRAM, AND ON METROMEDIA RADIO NEWS. LOCAL RADIO AND TV WERE ALSO HEAVILY USED IN ALL CITIES WHERE GROUP VISITED. IN DETROIT, FOR INSTANCE, THEY SECURED 30-MINUTE TV SPECIAL. IN DALLAS THEY APPEARED ON TWO TV AND FOUR RADIO PROGRAMS. RADIO AND TV COVERAGE WAS RESPONSIBLE FOR WIDEST PUBLIC IMPRESSION OF VISIT AND OF CAMBODIAN PROBLEMS. ON OTHER HAND, PRESS COVERAGE WAS NON-EXISTENT IN NEW YORK AND WASHINGTON IN SPITE OF RECEPTION/PRESS CONFERENCES AND INTERVIEW AT NEW YORK TIMES, AND LIMITED IN AMOUNT ELSEWHERE.

4. BECAUSE OF UNIVERSITY VACATIONS, THE THREE MET COMPARATIVELY FEW STUDENT GROUPS, BUT MEETINGS WHICH WERE SCHEDULED (PRIMARILY IN WASHINGTON) WERE VERY GOOD AND MADE FAVORABLE IMPRESSIONS ON AUDIENCES. CONGRESSIONAL AND STAFF REACTIONS WERE ALSO FAVORABLE. MOST OF THOSE WHOM GROUP SAW EMPHASIZED THEIR SYMPATHY FOR CAMBODIA, UNDERSTANDING OF SITUATION AS PROVOKED BY VC/NVA INVASION AND HAVING NO SIGNIFICANT ELEMENT IN CIVIL WAR, AND WILLINGNESS FOR USG TO HELP CAMBODIA PRESERVE ITS INDEPENDENCE AND NEUTRALITY, WHILE STRESSING UNACCEPTABILITY OF COMMITMENTS OF U.S. TROOPS AND DESIRE FOR COOPERATION BETWEEN EXECUTIVE AND LEGISLATIVE BRANCHES IN DEVELOPING CAMBODIA POLICY.

5. WE HOPE GOC AND/OR PRIVATE GROUPS WILL BE ABLE TO SPONSOR MORE SUCH VISITS. WE SHALL OF COURSE SEEK TO HELP DISCREETLY BUT BELIEVE IT WOULD DAMAGE VISITORS' CREDIBILITY FOR USG TO BECOME INVOLVED IN FINANCING. ON OTHER HAND, WE DO NOT THINK ALL VISITS NEED BE UNDER STRICTLY PRIVATE SPONSORSHIP; GOC OFFICIALS SUCH AS UM SIM AND KEUKY LIM CAN ALSO SECURE GOOD MEDIA COVERAGE AND MAKE FAVORABLE IMPACT ON PUBLIC. ESSENTIAL, HOWEVER, IS FLUENT COMMAND OF ENGLISH AND GOOD PRESENCE SUCH AS THAT DISPLAYED BY CHHUT CHHOEUR ET AL. APPRECIATE YOUR VIEWS ON ANY ADDITIONAL ACTION WE MIGHT TAKE TO HELP GET MORE SUCH VISITORS. IN PARTICULAR, WOULD VISIT BY KOUN WICK BE HELPFUL IN THIS REGARD?

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YM AS YOU KNOW, NEITHER CAMBODIAN EMB WASHINGTON NOR DELEGATION TO UN HAS CAPABILITY FOR EFFECTIVE PUBLIC RELATIONS WORK. SONN VOEUNSAI AND KHIM TIT HAVE LIMITED ENGLISH (AS DO MOST OF THEIR STAFFS), AND THOSE STAFF MEMBERS WHOSE COMMAND OF ENGLISH IS ADEQUATE ARE VIRTUALLY WITHOUT EXPERIENCE IN PRESS RELATIONS OR ARRANGEMENTS FOR TOURS OF THIS KIND.

7. CARPENTER WILL BE DEVELOPING PROPOSAL FOR CONTINUED PUBLIC RELATIONS PROGRAM WHICH HE IS INTERESTED IN UNDERTAKING FOR GOC. HE WILL BE PRESENTING IT TO SONN VOEUNSAI, AND WE HAVE ALSO ADVISED HIM SEND COPIES TO UM SIM AND KEUKY LIM. HIS PLANS ENVISAGES PUBLICATION OF INFORMATION BULLETIN EDITED HERE TO ACHIEVE RIGHT TONE FOR AMERICAN AND EUROPEAN AUDIENCES, MORE SPEAKING TOURS BY CAMBODIANS, MAXIMUM USE OF TV AND RADIO WHICH THIS TOUR HAS SHOWN ARE OPEN TO SUCH MATERIAL, STRENGTHENING OF UN DELEGATION, ORGANIZATION OF U.S. OR INTERNATIONAL COMMITTEE OF LEADING INTELLECTUALS AND OTHER PROMINENT PERSONALITIES WILLING TO BACK CAMBODIAN CAUSE (PERHAPS FOCUSSED ON DANGER TO ANGHOR), AND IF FUNDS PERMIT POSSIBLY PRODUCTION OF EFFECTIVE FILM (PRIMARILY FOR TV USE) ON SITUATION IN CAMBODIA.

8. WE ARE IN GENERAL AGREEMENT WITH THIS PROGRAM BUT OBVIOUSLY DETAILS WOULD HAVE TO BE SETTLED BETWEEN GOC AND WHATEVER PROFESSIONAL ADVISOR IT SELECTS. SUGGEST YOU CONTINUE URGING IT TO SECURE SUCH HELP. BELIEVE CARPENTER'S SERVICES ARE LIKELY TO BE OF GOOD QUALITY AND CONSIDERABLY MORE REASONABLE PRICES THAN THOSE OF MOST PROFESSIONAL PUBLIC RELATIONS FIRMS. YOU SHOULD NOT, OF COURSE, URGE GOC TO RETAIN HIM OR ANY OTHER SPECIFIC INDIVIDUAL OR FIRM, BUT IF ASKED YOU MAY WISH TO INDICATE OUR FAVORABLE REGARD FOR HIS PERFORMANCE WITH CHHUT CHHOEUR ET AL AND HIS OVER-ALL PLANS.

JOHNSON

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